

What is claimed is:

1. A method for determining advertising effectiveness,  
comprising the steps of:
  - 5 displaying an advertisement to an audience;  
indicating to audience members that the advertisement seeks  
feedback responses from the audience;  
receiving feedback responses from the audience;  
crediting an account for each audience member who provides a  
10 feedback response, wherein accounts are credited with credits that are  
redeemable for something of value; and  
compiling feedback from the audience to judge the effectiveness  
of the advertisement.
- 15 2. A method for determining advertising effectiveness as recited  
in claim 1 wherein the step of displaying an advertisement includes radio  
or television broadcasting the advertisement.
- 20 3. A method for determining advertising effectiveness as recited  
in claim 1 wherein the step of displaying an advertisement includes  
displaying the advertisement in computer-readable format.
- 25 4. A method for determining advertising effectiveness as recited  
in claim 1 wherein the step of displaying an advertisement includes  
incorporating the advertisement into pre-recorded media.
- 30 5. A method for determining advertising effectiveness as recited  
in claim 1 wherein the step of displaying an advertisement includes  
displaying the advertisement on a billboard.

6. A method for determining advertising effectiveness as recited in claim 1 wherein the step of indicating that the advertisement seeks feedback responses includes providing a visual indicator on a visual display.

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7. A method for determining advertising effectiveness as recited in claim 1 wherein the step of indicating that the advertisement seeks feedback responses includes providing an audible indicator through a speaker.

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8. A method for determining advertising effectiveness as recited in claim 1 wherein the step of receiving feedback responses from the audience includes receiving data from electronic devices operated by the audience.

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9. A method for determining advertising effectiveness as recited in claim 8 wherein the data received includes information indicating whether the audience members comprehend the advertisement.

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10. A method for determining advertising effectiveness as recited in claim 8 wherein the data received includes information identifying the advertisement.

11. A method for determining advertising effectiveness as recited in claim 1 further comprising a step of indicating to an audience member that a feedback response has been received from that audience member.

12. A method for determining advertising effectiveness as recited in claim 1 further comprising a step of indicating a credit balance to an

audience member following receipt of a feedback response from that audience member.

13. A method for determining advertising effectiveness as recited  
5 in claim 1 wherein the step of crediting an account includes crediting additional credits for responding to multiple advertisements.

14. A method for determining advertising effectiveness as recited  
in claim 1 further comprising a step of verifying that audience members  
10 have access to the advertisement to which it is responding.

15. A method for determining advertising effectiveness,  
comprising the steps of:  
displaying an advertisement to an audience;  
15 indicating to audience members that the advertisement seeks feedback responses from the audience by providing a visual indicator on a visual display;  
receiving feedback responses from the audience by receiving data from electronic devices operated by the audience, wherein the data  
20 includes information indicating whether the audience members comprehend the advertisement;  
indicating to an audience member that a feedback response has been received;  
crediting an account for each audience member who provides a  
25 feedback response, wherein accounts are credited with credits that are redeemable for something of value;  
indicating a credit balance to an audience member following receipt of a feedback response from that audience member; and  
compiling feedback from the audience to judge the effectiveness  
30 of the advertisement.